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The TATLER.

By *Iſaac Bickerſtaff* Eſq;

Emitur ſola Virtute Poteſtas. Claud.

From *Thurſday June* 15. to *Saturday June* 17. 1710.

Sheer-Lane, June 16.

AS it has been the Endeavour of theſe our Labours, to extirpate from among the polite or buſy Part of Mankind, all ſuch as are either prejudicial or inſignificant to Society; ſo it ought to be no leſs our Study to ſupply the Havock we have made by an exact Care of the growing Generation. But when we begin to inculcate proper Precepts to the Children of this Iſland, except we could take them out of their Nurſes Arms, we ſee an Amendment is almoſt impracticable; for we find, the whole Species of our Youth and grown Men is incorrigibly prepoſſeſſed with Vanity, Pride, or Ambition, according to the reſpective Purſuits to which they turn themſelves: By which Means, the World is infatuated with the Love of Appearances inſtead of Things. Thus the vain Man takes Praiſe for Honour, the proud Man Ceremony for Reſpect, the ambitious Man Power for Glory. Theſe Three Characters are indeed of very near Reſemblance, but differently received by Mankind. Vanity makes Men ridiculous, Pride odious, and Ambition terrible. The Foundation of all which is, That they are grounded upon Falſhood: For if Men, inſtead of ſtudying to appear conſiderable, were in their own Hearts Poſſeſſors of the Requiſites for Eſteem, the Acceptance they otherwiſe unfortunately aim at, would be as inſeparable from them, as Approbation is from Truth it ſelf. By this Means they would have ſome Rule to walk by; and they may ever be aſſured, that a good Cauſe of Action will certainly receive a ſuitable Effect. It may be an uſeful Hint in ſuch Caſes for a Man to ask of himſelf, Whether he really is what he has a Mind to be thought? If he is, he need not give himſelf much further Anxiety. What will the World ſay? is the common Queſtion in Matters of Difficulty, as if the Terror lay wholly in the Senſe which others, and not we our ſelves, ſhall have of our Actions. From this one Source ariſe all the Impoſtors in every Art and Profeſſion, in all Places, among all Perſons, in Converſation as well as in Buſineſs. Hence it is, that a vain Fellow takes twice as much Pains to be ridiculous, as would make him ſincerely agreeable.

Can any one be better faſhioned, better bred, or has any one more Good-Nature than *Damaſippus*? But the whole Scope of his Looks and Actions tends ſo immediately to gain the good Opinion of all he converſes with, that he loſes it for that only Reaſon. As it is the Nature of Vanity to impoſe falſe Shews for Truths, ſo does it alſo turn real Poſſeſſions into imaginary ones. *Damaſippus*, by aſſuming to himſelf what he has not, robs himſelf of what he has.

There is nothing more neceſſary to eſtabliſh Reputation, than to ſuſpend the Enjoyment of it. He that cannot bear the Senſe of Merit with Silence, muſt of Neceſſity deſtroy it; for Fame being the general Miſtreſs of Mankind, whoever gives it to himſelf, inſults all to whom he relates any Circumſtances to his own Advantage. He is conſidered as an open Raviſher of that Beauty for whom all others pine in Silence. But ſome Minds are ſo incapable of any Temperance in this Particular, that on every Second in their Diſcourſe you may obſerve an Earneſtneſs in their Eyes, which ſhows they wait for your Approbation; and, perhaps, the next Inſtant caſt an Eye on a Glaſs, to ſee how they like themſelves. Walking the other Day in a neighbouring Inn of Court, I ſaw a more happy and more graceful Orator than I ever before had heard or read of. A Youth, of about Nineteen Years of Age, was, in an *Indian* Night-gown and laced Cap, pleading a Cauſe before a Glaſs: The young Fellow had a very good Air, and ſeemed to hold his Brief in his Hand rather to help his Action, than that he wanted Notes for his further Information. When I firſt began to obſerve him, I feared he would ſoon be alarmed; but he was ſo zealous for his Client, and ſo favourably received by the Court, that he went on with great Fluency to inform the Bench, that he humbly hoped they would not let the Merit of the Cauſe ſuffer by the Youth and Inexperience of the Pleader, that in all Things he ſubmitted to their Candour, and modeſtly deſired they would not conclude, but that Strength of Argument, and Force of Reaſon, may be conſiſtent with Grace of Action, and Comelineſs of Perſon.

To

To me, who ſee People every Day in the midſt of Crowds (whomſoever they ſeem to addreſs to) talk only to themſelves and of themſelves, this Orator was not ſo extravagant a Man as, perhaps, another would have thought him; but I took Part in his Succeſs, and was very glad to find he had in his Favour Judgment and Coſts, without any Manner of Oppoſition.

The Effects of Pride and Vanity are of Conſequence only to the proud and the vain, and tend to no further ill than what is perſonal to themſelves, in preventing their Progreſs in any Thing that is worthy and laudable, and creating Envy, inſtead of Emulation of ſuperior Virtue. Theſe ill Qualities are to be found only in ſuch as have ſo little Minds, as to circumſcribe their Thoughts and Deſigns within what properly relates to the Value which they think due to their dear and amiable ſelves. But Ambition, which is the Third great Impediment to Honour and Virtue, is a Fault of ſuch as think themſelves born for moving in a higher Orb, and prefer being powerful and miſchievous to being virtuous and obſcure. The Parent of this Miſchief in Life, ſo far as to regulate it into Schemes, and make it poſſeſs a Man's whole Heart without his believing himſelf a Dæmon, was *Machiavil*. He firſt taught, That a Man muſt neceſſarily appear weak to be honeſt. Hence it gains upon the Imagination, that a great is not ſo deſpicable as a little Villain, and Men are inſenſibly led to a Belief, that the Aggravation of Crimes is the Diminution of them. Hence the Impiety of thinking one Thing and ſpeaking another. In Purſuance of this empty and unſatisfying Dream, to betray, to undermine, to kill in themſelves all natural Sentiments of Love to Friends or Country, is the willing Practice of ſuch as are thirſty of Power for any other Reaſon than that of being uſeful and acceptable to Mankind.

ADVERTISEMENT.

Whereas Mr. Bickerſtaff *has lately received a Letter out of* Ireland, *dated* June 9. *importing, That he is grown very dull, for the Poſtage of which Mr.* Morphew *charges One Shilling, and another without Date of Place or Time, for which he the ſaid* Morphew *charges Twopence; It is deſired, That for the future his courteous and uncourteous Readers will go a little further in expreſſing their good and ill Will, and pay for the Carriage of their Letters, otherwiſe the intended Pleaſure or Pain which is deſigned for Mr.* Bickerſtaff *will be wholly diſappointed.*

Adverſiſements.

MEn's *and* Women's *Morning-Gowns, of Silk, Stuffs, and Callico's (being the Goods of Perſons that failed) which were to be diſpoſed of at the Olive-Tree and Still, are now to be ſold at the Golden Sugar-Loaf up one Pair of Stairs, over-againſt the Horſe at Charing-Croſs; with a freſh Parcel at very low Rates, the Price being ſet on each Gown.*

THis is to give Notice, That Eighty two Hogſheads and Six Pipes (only One Cask in a Lot) of extraordinary good French Clarets, neat, an entire Parcel, in the Importer's Hands, will be expos'd to Sale by the Candle on Thurſday next, the 22d Inſtant, at Loyd's Coffee-houſe in Lombard-ſtreet, at Three a Clock in the Afternoon, at 20 l. per Hhd. and are to be taſted in a Vault under the Houſe of Mr. Tho. Coutts, Merchant, over-againſt the Church in Mark-lane in Fenchurch-ſtreet, from Tueſday, the 20th Inſtant, at Seven in the Morning, daily, till the Time of Sale. Catalogues to be had at the Vault where the ſaid Clarets lie, at the Place of Sale, at Old and Young Man's Coffee-houſe at Charing-Croſs, &c. To be ſold by Thomas Tomkins, Broker, in Crutched-Friars.

*** There is juſt publiſh'd, A Diſcourſe made by the Lord Biſhop of Rocheſter to the Clergy of his Dioceſe, at his Viſitation in the Year 1695. Publiſh'd at their Requeſt. In the Savoy: Printed by John Nutt, and ſold by J. Morphew near Stationers-Hall.

*** There is juſt publiſhed, The Circe of Signior Giovanni Battiſta Gelli, of the Academy of Florence. Conſiſting of Ten Dialogues between Men tranſformed into Beaſts: Giving a lively Repreſentation of the various Paſſions, and many Infelicities, of humane Life. Done out of Italian, by Mr. Thomas Brown. The Second Edition. Sold by J. Morphew near Stationers-Hall. Pr. 3 s. 6 d.

*** A Companion to the Altar; ſhewing the Nature and Neceſſity of a Sacramental Preparation, in order to our worthy receiving the Holy Communion: Wherein thoſe Fears and Scruples about Eating and Drinking unworthily, and of incurring our own Damnation thereby, are proved groundleſs and unwarrantable. Unto which are added, Prayers and Meditations, preparative to a Sacramental Preparation, according to what the Church of England requires from her Communicants. The Sixth Edition. Printed for Edw. Parker, at the Bible and Crown in Lombard-ſtreet near Stocks-market. Price bound 6 d. ſtitch'd 4 d. or 2 s. per Hundred. This ſame Book is bound up with the Common-Prayer of ſeveral Sorts, and is to be had at the Place aboveſaid.

*** Lately publiſhed, The London new Method and Art of teaching Children to ſpell and read, ſo as they may, without the Help of any other Books, read the Bible in leſs than Twelve Months. Printed for E. Parker at the Bible and Crown in Lombard-ſtreet. Price bound 6 d. with good Allowance to ſuch who give them to Charity Schools, &c.

*** Next Week will be publiſhed, a Treatiſe of Tea; viz. Concerning its Growth, Virtues, and Degrees in Goodneſs; the Managing and Making the Foreign Bohea, with an Account of the Materials whereof it is made, and how to know the natural Pecko Tea from the Foreign artificial, and the Foreign made Bohea from what at preſent is made in Town. Pr. 1 s. 6 d.

THE Goods that were ſeen at Mrs. Marryat's, Milliner, in New ſtreet, are to be diſpoſed of the 24th of this Inſtant June at the Roſe in Holborn.

FRancis Burton, Milliner, is removed from the New Exchange in the Strand to the Three Stags Heads in Bedford-ſtreet, in Covent-Garden.

SPecifick Pills for the Rheumatiſm, for many Years experienced to be the moſt certain Remedy, either to remove or prevent a Fit of that moſt racking Malady. They have for a long Time been uſed by the Author in his own Practice, and privately diſpoſed of by divers of his particular Friends; but now firſt made publick, for the more general Benefit of Perſons ſo diſeaſed. Each ſingle Box contains Six Pills, for Six Doſes, Price 2 s. 6 d. and 5 s. the double Box, with printed Directions. To be ſold only at Mr. Goſſin's, Bookſeller, at the Mitre againſt Chancery-Lane End in Fleet-ſtreet, and Mr. Smith's, Grocer, at the upper End of King-ſtreet, Weſtminſter.

*** The Statutes at large, in Three Volumes; Wingate and Waſhington's Abridgment, with a Supplement to them; Mr. Clutterbuck's Plain and Rational Vindication and Explanation of the Liturgy; Dr. Gibſon on the Sacrament, at 11 l. 5 s. per Hundred; Wincheſter Manual; Bibles and Common Prayers of all Sorts, ruled or unruled; a fine Set of Cuts for the Common Prayer, engraved by Mr. Sturt; Dr. Nicolls's Paraphraſe on the Common Prayer; the New Welch Common Prayer and Pſalms, with or without Cuts; and Tate and Brady's Pſalms, with the New Supplement; Biſhop Beveridge's Catechiſm; Dr. Williams's Catechiſm; are ſold by R. Whitledge, at the Bible and Ball in Ave-Mary-lane near Ludgate, at the loweſt Prices.

THE Record-Ink Powder, prepared by Auſtin Oldiſworth, Stationer, at the Golden Ball in Cannon-ſtreet, London; for making the blackeſt and moſt laſting Writing-Ink; far exceeding (for this Purpoſe) any diſſolving Powder now publiſhed under Pretence of a Patent. Each Sixpenny Paper of three Ounces, makes a Pint immediately, or a Quart, if infuſed a Month or longer. Sold by J. Morphew near Stationers-Hall, and the Stationers, Bookſellers and Haberdaſhers, in London, and other Cities and chief Towns in Great Britain and Ireland.

THE Famous POWDER for the STONE, GRAVEL, and STRANGURY, that has perform'd ſo many remarkable Cures in thoſe Caſes, of which there are continued Inſtances. Certificates whereof, together with the Names and Places of Abode of many that have been reliev'd by it, too numerous to be inſerted here, are to be ſeen at Mr. Rogers's, Bookſeller in Fleet-ſtreet. There are likewiſe ſeveral large Stones that it has brought away from divers Perſons, to be ſeen at Mr. Aylmer's, Bookſeller in Cornhil: At both which Places only it is to be ſold, for 5 s. the Paper, which contains 3 Doſes, with Directions. The Perſon who prepares it, is to be ſpoken with every Tueſday and Thurſday, between 11 and 12, at Mr. Rogers's Shop above mention'd.